

RESOLUTION NO. 2012-34

**A RESOLUTION OF THE VILLAGE
COMMISSION OF THE VILLAGE OF
BISCAYNE PARK, FLORIDA, STATING
GUIDELINES FOR THE VILLAGE
NEWSLETTER; PROVIDING FOR AN
EFFECTIVE DATE**

WHEREAS, the Village recognizes that a communication program is essential to promote a well-informed community and the success of the Village; and

WHEREAS, the Village has regularly distributed a paper newsletter to each household three (3) to four (4) times per year, which has proven to be an effective way to communicate announcements and information of interest to the residents; and

WHEREAS, the Village Commission finds it desirable to set forth in clear and concise terms a written policy regarding specific standards, rules and practices regarding content, time of distribution, publication size and other standards regarding the Village newsletter; and

WHEREAS, at the Village Commission meeting of June 5, 2012, the Commission addressed the topic of whether the Mayor and Commissioners should be given the opportunity to submit an article for the newsletters.

NOW THEREFORE BE IT RESOLVED BY THE VILLAGE COMMISSION OF THE VILLAGE OF BISCAYNE PARK, FLORIDA, THAT:

Section 1. Newsletter Purpose. The primary purpose of the newsletter is to carry out a program of positive information flow between the Village and the residents.

Section 2. Editor in Chief. The Village Manager or the Manager's designee shall serve as Editor, with primary responsibility:

- a. to prepare a regular newsletter,
- b. to solicit and contribute articles informing residents about developments and activities in the Village and surrounding communities,
- c. to solicit and contribute articles of general interests to the residents that reflect qualities and resources of the Village,
- d. to arrange for publicity for Village events, as requested,
- e. to arrange for distribution and approved notices to residents within the Village.

Section 3. Newsletter Policy.

- 1 a. Timing: the newsletter shall be published each season, as budgeted.
- 2 b. Size: The newsletter shall have not less than 4, nor more than 8 pages per issue.
- 3 c. Content:
- 4 (i) To be provided by the Mayor (front page) and Commissioners (in alphabetical
- 5 order) with a word count limit of 500 words each.
- 6 (ii) Additional content to be provided by the Village Manager, Department Heads,
- 7 and Boards at the Manager's discretion.
- 8 (iii) Advertising Policy:
- 9 (a.) Advertising rates:
- 10 1. Full Page: \$250.00
- 11 2. Half Page: \$150.00
- 12 3. Quarter Page: \$100.00
- 13 4. Eighth Page (business card): \$50.00
- 14 5. Sixteenth Page: \$30.00
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- 16 (b.) Allow for free advertising for residents offering non-commercial articles or
- 17 services to other residents.
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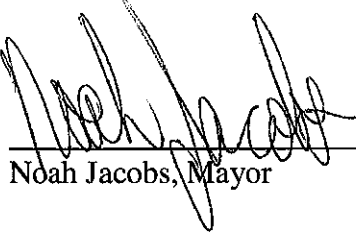
19 **Section 4. Effective Date.** This Resolution shall become effective immediately upon

20 adoption hereof.

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22 PASSED AND ADOPTED this 10th day of July, 2012.

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25 _____
26 Noah Jacobs, Mayor

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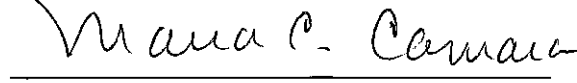
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The foregoing resolution upon being
put to vote, the vote was as follows:

Mayor Jacobs: Yes
Vice Mayor Ross: No
Commissioner Anderson: No
Commissioner Cooper: Yes
Commissioner Watts: Yes

32 Attest:

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34 _____
35 Maria Camara, Village Clerk

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38 Approved as to form:

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40 _____
41 John J. Hearn, Village Attorney

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